ABSTRACT

A display driver is provided including a display data RAM including a plurality of memory cells each storing display data of one pixel, a display address decoder selecting a word line of the display data RAM based on a display address, a display column address decoder selecting a column line of the display data RAM based on a display column address, read-out bit lines RB1 through RBM each coupled to a memory cell specified by a column line, a scroll display data generating circuit shifting display data output to each read-out bit line by a shift amount in line with a given scroll amount so as to generate display data, and a driving circuit driving data lines based on the display data.